

*Abstract of the Invention*

5 The present invention is directed to a motor vehicle tire, preferably a colored motor vehicle tire. The tire is configured so that a significant portion of the external surface of the tire displays colors. Preferably, the chemical composition of the tire is colored so that when the tire is formed the tire is colored throughout its depth and colorfast, and in the case of the tread portion does not change color significantly with wear. In a preferred embodiment, the chemical composition of the tire is provided with a coloring agent or additive such as a pigment or dye that will yield a desired color upon completion of the tire manufacturing process. Such dye or pigment may be enhanced by the use of reflective, luminescent or photochromic agents that will enhance certain effects and appearances of the tire including ease of visibility, other safety concerns including wear, puncture identification, and enhanced aesthetic appearance. The tire can be color coordinated with the vehicle's exterior paint, wheels, and interior colors and trim.

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